

**City of Greensboro Planning Department  
Zoning Staff Report  
August 14, 2006 Public Hearing**

*The information provided in this staff report has been included for the purpose of reviewing proposed zoning changes. Since the zoning process does not require a site plan, there may be additional requirements placed on the property through the Technical Review Committee process to address subdivision and development regulations.*

**Item:** D  
**Location:** Southwest quadrant of Interstate 40/85 and McConnell Road

**Applicant:** Windsor Development Group, LLC (Buddy Seymour)  
**Owner:** Birmingham Place Communities, LLC

**From:** County RM-12-MH  
**To:** City CD-HB

**Conditions:**

- 1) Uses: All those uses permitted in the Highway Business District except the following: Land Clearing and Inert Debris Landfills; Bars; Recreational Uses: Billiard Parlors; Bingo Games; Clubs or Lodges; Coin Operated Amusements; Fortune Tellers, Astrologers; Go-Cart Raceways; Business, Professional & Personal Services: Automobile Parking (Commercial); Coin-Operated Laundromats; Truck Driving School; Truck & Utility Trailer Rental & Leasing, Light; Retail Trade: Boat Sales; Transportation, Warehousing and Utilities: Bus Terminals; Taxi Terminals.
- 2) The maximum square footage of any single commercial use shall be 60,000.
- 3) Uses that involve outdoor storage of vehicles, equipment or materials shall not be allowed.
- 4) Cinderblock and metal sided buildings shall not be permitted.
- 5) Developer will use variation, articulation, fenestration, or signature architectural elements at a minimum of 50-foot intervals on building facades to help create the appearance of a local serving commercial development. The property will be developed with at least one of the following: (a) The street planting yard shall be a minimum of 16'wide – additional planting rate; (b) Entryways shall be provided consisting of a combination of signage, landscaping and/or architectural embellishments that match an architectural feature or building material of buildings; or (c) As an Integrated Multiple Use Development.

SITE INFORMATION	
Maximum Developable Units	N/A
Net Density	N/A
Existing Land Use	Birmingham Place Mobile Home Park
Acreage	11.21
Physical Characteristics	<i>Topography:</i> Generally flat <i>Vegetation:</i> Mature trees <i>Other:</i> N/A
Overlay Districts	N/A
Historic District/Resources	N/A
Generalized Future Land Use	Mixed Use Corporate Park
Other	N/A

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Harrison Auto Repair / Interstate I-40	Co. AG
<i>South</i>	Undeveloped	City CD-HB / CD-LI
<i>East</i>	Exxon Gas Station / Arcadia Animal Hospital / Rural Residential	Co. AG
<i>West</i>	Birmingham Mobile Home Park	Co. RM-12-MH

ZONING HISTORY		
Case #	Year	Request Summary
N/A		

DIFFERENCES BETWEEN RM-12-MH (EXISTING) AND CD-HB (PROPOSED) ZONING DISTRICTS
<b>RM-12-MH:</b> Primarily intended to accommodate multifamily uses at a density of 12.0 units per acre or less. A Manufactured Housing Overlay establishes regulations governing the development of manufactured housing on individual lots in certain areas.
<b>CD-HB:</b> Primarily intended to accommodate retail, service, and distributive uses which are typically located along thoroughfares. The district is established to provide locations for establishments which cater primarily to passing motorists and require high visibility and good road access. Developments in this district generally have substantial front setbacks. See Conditions for use limitations and other restrictions.

<b>TRANSPORTATION</b>	
<b>Street Classification</b>	McConnell Road – Minor Thoroughfare.
<b>Site Access</b>	Access for this property is proposed via the public street proposed along the southern property line. Left and right turn lanes are recommended for this access. This development is also proposing a right in right out commercial driveway onto McConnell Road. All access points must meet City of Greensboro and NCDOT standards.
<b>Traffic Counts</b>	McConnell Road ADT = 3,900.
<b>Trip Generation</b>	24 Hour = 1,445, AM Peak Hour = 210, PM Peak Hour = 220.
<b>Sidewalks</b>	Sidewalks are a requirement of the Development Ordinance. 6' sidewalk with a 4' grass strip is required along both sides of thoroughfares. 5' sidewalk with a 3' grass strip is required along one side (at a minimum, collectors may require sidewalk on both sides) of all other street types.
<b>Transit</b>	No.
<b>Traffic Impact Study</b>	Yes, required per TIS Ordinance. Please reference the Executive Summary in the Additional Information section of this report for the recommended improvements for this development.
<b>Street Connectivity</b>	During the previous zoning process and plan review process it was determined that due to physical constraints the proposed public street just south of this parcels property line will not connect through to Youngs Mill Road. It was determined that street connectivity between Youngs Mill Road and McConnell Road will occur further south of this property as development occurs.
<b>Other</b>	N/A.

<b>ENVIRONMENTAL REVIEW</b>	
<b>Water Supply Watershed</b>	Yes, site drains to Lake Mackintosh Watershed WS IV
<b>Floodplains</b>	N/A
<b>Streams</b>	Perennial stream originates near the south west corner of the property and runs south west. Perennial streams in this watershed require a 100' buffer on each side of the stream measured from top of bank for high density development. For low density development a 30' buffer on each side of the stream is required. No built upon area is allowed in the entire buffer.
<b>Other</b>	High density development: 24-70% of built upon area based on the site acreage. Low density development: 0-24% of built upon area based on the site acreage. If high density development is proposed all the built upon area must drain and get treated by a state approved BMP (pond or similar)

LANDSCAPING REQUIREMENTS	
Location	Required Planting Yard Type and Rate
North	N/A
South	N/A
East	N/A
West	N/A

## CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

### Connections 2025 Written Policies:

Growth at the Fringe Goal: Provide a development framework for the fringe that guides sound, sustainable patterns of land use, limits sprawl, protects rural character, evidences sound stewardship of the environment, and provides for efficient provision of public services and facilities as the City expands. Development will increase density and mix land uses at a pedestrian scale with sidewalks, bikeways, and where possible, public transit.

POLICY 7C.1: Ensure that adequate land is zoned and has infrastructure available for the various stages of business development.

POLICY 9A.5: Continue to link City-initiated annexations and approvals of annexation petitions for water/sewer extension policies regarding designated growth areas.

### Connections 2025 Map Policies:

*The area requested for rezoning lies within the following map classifications:*

Mixed Use Corporate Park: This designation is intended for large tracts of undeveloped land near the City's fringe that are appropriate for well planned, larger scale business/employment parks with supporting uses such as retail, hotels, and residential. Primary uses such as office, flex office, technology research and development, light manufacturing, distribution, and assembly should be placed in a campus-like or "corporate park" setting with generous, linked open space to maximize value and to promote visual quality and compatibility with the surrounding area. Pedestrian-friendly features such as buildings placed near the street, sidewalks, and trails leading to nearby uses such as retail and housing should be encouraged.

Tier One (Current Growth Area): Where infrastructure systems are in place, can be economically provided and/or will be proactively extended and where continued annexation and consolidation of the City's development pattern shall be encouraged over the next ten years.

## CONFORMITY WITH OTHER PLANS

*The following aspects of relevant plans may be applicable in this case:*

**City Plans:** N/A

**Other Plans:** Guilford County's Northeast Area Plan shows this property to be Commercial.

## STAFF COMMENTS

**Planning:** The CD-HB conditions that were established for the tract to the south of the subject property when that tract was annexed in 2005 are listed below:

- 1) Uses: All those uses permitted in the Highway Business District except the following:

Junked Motor Vehicles  
Land Clearing and Inert Debris Landfills, Minor  
Bars

***Recreational Uses:***

- Billiard Parlors
- Bingo Games
- Clubs or Lodges
- Coin Operated Amusements
- Fortune Tellers, Astrologers
- Go-Cart Raceways

***Business, Professional & Personal Services:***

- Automobile Rental or Leasing
- Automobile Parking (Commercial)
- Laundromats, Coin-Operated
- Truck Driving School
- Truck & Utility Trailer Rental & Leasing, Light

***Retail Trade:***

- ABC Stores (Liquor)
- Boat Sales

***Transportation, Warehousing and Utilities:***

- Bus Terminals
- Communication or Broadcasting Facilities
- Taxi Terminals

***Other Uses:***

- Sexually Oriented Businesses

- 2) The maximum square footage of any single commercial use shall be 60,000.
- 3) Commercial uses shall be local serving (e.g. grocery stores, dry cleaners, restaurants, hotels, motels, gas station/convenience stores, personal services, and similar local serving uses). Uses that involve outdoor storage of vehicles, equipment or materials shall not be allowed.
- 4) Buildings shall be constructed substantially of brick, glass, wood, stucco or stone. Cinderblock and metal sided buildings shall not be permitted.
- 5) Developer will use variation, articulation, fenestration or signature architectural elements at a minimum of 50-foot intervals on building facades to help create the appearance of a local serving commercial development.
- 6) The property will be developed with at least one of the following: (a) The street planting yard shall be a minimum of 16' wide – additional planting rate; or (b) Entryways shall be provided consisting of a combination of signage, landscaping and/or architectural embellishments that match an architectural feature or building material of buildings; or (c) As an Integrated Multiple Use Development.

There are approximately 75 mobile homes in Birmingham Place Mobile Home Park. According to the developer, the mobile homes will be vacated and removed within approximately six months of the establishment of original zoning.

Water is not currently available to this site but an extension of a 12-inch water line within McConnell Road would serve this property. Sewer is not currently available but installation will include providing an 8-inch stub to the southwest corner of the property which is zoned CD-LI. Extension of water and sewer service is the developer's responsibility.

This property is Tier One (Current Growth Area) on the Growth Strategy Map of Connections 2025.

This proposal shifts the initial location for commercial from an 11.2-acre tract south of the subject property and fronting on Hooting Hollow Road to the present location which is more oriented to the I-40/85 & McConnell Road interchange. Staff feels that this a better location which will help serve this Mixed Use Corporate Park area and nearby neighborhoods, as well as travelers along the interstate.

**GDOT:** No additional comments.

**Water Resources:** Possibility of wetlands. If any wetland disturbance and or stream crossing disturbance is proposed all the necessary approvals must be obtained from the State and the Corps of Engineers prior to any disturbance.

Channels that carry public water require a Drainage maintenance and utility easement.

### **STAFF RECOMMENDATION**

Based on all the information contained in this report, the Planning Department recommends approval.

## ADDITIONAL INFORMATION

### EXECUTIVE SUMMARY

#### Project Background

The applicant proposes to develop 28 acres of general light industrial along McConnell Road, just south of I-85/I-40 in Greensboro, North Carolina. Full development is expected by 2011.

Access to the development is proposed via a connection to the Gorla access road, which connects to McConnell Road just south of the I-85/I-40 interchange, and via a proposed right-in/right-out access on McConnell Road between the proposed access road and the I-85/I-40 interchange.

The property is currently zoned RM-12-MH within Guilford County. The applicant is proposing a rezoning to CU-LI within the City of Greensboro to accommodate the proposed development.

#### Approved Off-Site

Three approved off-site projects were identified for consideration in this evaluation. These approved projects are the Gorla Rezoning, the Shugart-McConnell Road development, and the Centex Homes development. The Gorla Rezoning site is located between Youngs Mill Road and McConnell Road just south of I-85/I-40. The Shugart-McConnell Road development is located just north of McConnell Road near the intersection of McConnell Road and Youngs Mill Road. The Centex Homes development is located just west of Youngs Mill Road at Perth Place directly opposite the residential portion of the Gorla Rezoning site.

#### Trip Generation

The rezoning request will likely result in approximately 28 acres of light industrial development. The overall rezoning request is expected to generate 1,445 new daily trips. Table ES-1 below summarizes the trip generation calculations for the rezoning request.

TABLE ES-1: TRIP GENERATION for PROPOSED DEVELOPMENT

Land Use	Intensity	Daily	AM Peak Hour			PM Peak Hour		
			Tot	In	Out	Tot	In	Out
General Light Industrial	28 AC	1,445	210	174	36	220	48	172
<b>Net New External Vehicle Trips</b>		<b>1,445</b>	<b>210</b>	<b>174</b>	<b>36</b>	<b>220</b>	<b>48</b>	<b>172</b>

#### Intersection Analysis

This study provides analysis and comparison of peak-hour traffic operations for existing conditions, the design year without development ("no build"), and the design year with development ("build"). Level-of-service (LOS) analyses were conducted to determine operational characteristics for each scenario. Table ES-2 provides a summary of these analyses for intersections within the defined area of influence.

**TABLE ES-2: LEVEL-OF-SERVICE SUMMARY TABLE**

LOS/ Delay in seconds

Intersection	<b>2006 Existing Conditions</b>		<b>2012 No Build</b>		<b>2012 Build</b>	
	<b>AM</b>	<b>PM</b>	<b>AM</b>	<b>PM</b>	<b>AM</b>	<b>PM</b>
I-40/I-85 EB Ramp & McConnell Road	A*/ 9.6	B*/ 10.6	D*/ 29.5	F*/ 371.6	F*/ 144.1	F*/ 641.4
I-40/I-85 WB Ramp & McConnell Road	A/ 6.3	A/ 7.5	A/ 7.2	B/ 10.3	A/ 8.2	B/ 10.9
McConnell Road & Proposed Site Access Road	N/A	N/A	D */ 30.5	F*/ 221.5	E*/ 46.8	F*/ 313.0
McConnell Road & Proposed RI/RO	N/A	N/A	N/A	N/A	C*/ 23.7	C*/ 19.4

\* Delay and LOS values for unsignalized intersections represent conditions for the critical minor street approach.

At the unsignalized intersection of I-40/I-85 EB Ramp and McConnell Road, the eastbound left-through movement (off-ramp) is expected to operate with long delays during both the AM and PM peak hours under 2012 Build conditions. It is typical for side streets at unsignalized intersections to operate with long delays during peak periods due to side street left-turning traffic. Improving the intersection with signalization would result in LOS B overall operations during the AM and PM peaks under 2012 Build conditions, as shown in Table ES-3 below.

At the unsignalized intersection of Proposed Access Road and McConnell Road, the eastbound left-turn movement is expected to operate with long delays during the PM peak hour under 2012 Build conditions. This is primarily due to the projected number of left-turning movements out of the site, and is a typical peak-hour condition for minor street approaches of unsignalized intersections. Improving the intersection with signalization would result in LOS A and LOS B overall operations at the intersection during the AM and PM peaks, respectively, under 2012 Build conditions, as shown in Table ES-3 below.

**TABLE ES-3: LEVEL-OF-SERVICE SUMMARY TABLE with IMPROVEMENTS**

LOS/ Delay in seconds

Intersection	<b>2012 No Build with Improvements</b>		<b>2012 Build with Improvements</b>	
	<b>AM</b>	<b>PM</b>	<b>AM</b>	<b>PM</b>
I-40/I-85 EB Ramp & McConnell Road	B/ 13.5	A/ 8.8	B/ 16.2	B/ 10.1
McConnell Road & Proposed Access Road	A/ 5.2	B/ 10.8	A/ 5.5	B/ 10.5



### ***Recommendations***

Based on the results of the 2012 analyses, two unsignalized intersections in the study area have been identified with long side street delays in one or more periods.

A traffic signal may be needed in the future at the intersection of I-40/I-85 EB Ramp and McConnell Road as McConnell Road traffic and left-turning traffic from the ramp continue to grow. The WB Ramp is currently signalized, and signalization of the EB Ramp may be expected in the future. Considering the addition of approved and proposed development traffic to the unsignalized intersection, long delays are expected for left-turning traffic movements from the ramp during both the AM and PM peak hours, with the PM peak hour being the critical period.

Signalization should be considered for the proposed access road intersection with McConnell Road, but this decision should be based on actual traffic volumes exiting from the development. Based on the Greensboro Department of Transportation Driveway Manual, it is recommended to install exclusive left- and right-turn lanes on McConnell Road at the unsignalized Proposed Access Road with 125 and 500 feet of storage, respectively. Assuming installation of a traffic signal, the recommended storage would be 100 feet for both the left- and right-turn lanes.

Based on the Greensboro Department of Transportation Driveway Manual, it is recommended to install an exclusive right-turn lane on McConnell Road at the proposed right-in/right-out driveway with 75 feet of storage.